

## WHAT IS CLAIMED IS:

1     1.     An apparatus comprising:  
2             means for determining a price for a menu item; and  
3             means for automatically updating a menu displayed at a digital menu board  
4     based on the determined price for the menu item.

1     2.     The apparatus of claim 1, further comprising:  
2     a data storage device which stores a plurality of rules.

1     3.     The apparatus of claim 2, in which the means for determining the price  
2     comprises:  
3     means for determining the price based on at least one rule of the plurality of rules.

1     4.     The apparatus of claim 2, in which the means for automatically updating  
2     the menu comprises:  
3     means for automatically updating the menu based on the determined price and at  
4     least one rule of the plurality of rules.

1     5.     The apparatus of claim 1, in which the means for determining the price  
2     comprises:  
3     means for determining the price based on revenue management information.

1     6.     A method comprising:  
2             automatically determining a price for a first menu item based on retail  
3     information;  
4             updating an electronic menu display based on the automatically-determined  
5     price for the first menu item; and  
6             updating product information for use by a point-of-sale terminal based on  
7     the automatically-determined price for the first menu item,  
8     at substantially the same time the electronic menu display is updated.

- 1     7.     The method of claim 6, further comprising:  
2     determining a time to determine the price for the first menu item.
- 1     8.     The method of claim 7, in which automatically determining comprises:  
2     automatically determining the price at the determined time.
- 1     9.     The method of claim 6, in which automatically determining comprises:  
2     automatically determining the price in accordance with a schedule.
- 1     10.    The method of claim 6, in which automatically determining comprises:  
2     automatically determining the price periodically.
- 1     11.    The method of claim 6, in which updating the electronic menu display  
2     comprises:  
3     removing the first menu item from the electronic menu display.
- 1     12.    The method of claim 6, in which updating the electronic menu display  
2     comprises:  
3     adding a second menu item to the electronic menu display.
- 1     13.    The method of claim 6, in which updating the electronic menu display  
2     comprises:  
3     changing the number of menu items represented in the electronic menu display.
- 1     14.    The method of claim 6, in which updating the electronic menu display  
2     comprises:  
3     changing a displayed price that is associated the first menu item.
- 1     15.    The method of claim 6, in which updating the electronic menu display  
2     comprises:  
3     adjusting the price associated with the first menu item from a first amount to a  
4     second amount.

1 16. The method of claim 15, in which the first amount is less than the second  
2 amount.

1 17. The method of claim 6, in which updating the product information  
2 comprises:  
3 updating price information associated with the first menu item.

1 18. The method of claim 6, further comprising:  
2 transmitting the updated product information to the point-of-sale terminal.

1 19. The method of claim 6, in which updating the electronic menu display  
2 comprises:  
3 transmitting the automatically-determined price to a digital menu board.

1 20. A method comprising:  
2 updating a display at a digital display board,  
3 the updated display including a first menu item and a price  
4 associated with the first menu item;  
5 determining a time lag for updating menu information at a point-of-sale  
6 terminal after updating the display; and  
7 after a period of time after updating the display, automatically updating  
8 menu information at the point-of-sale terminal,  
9 the updated menu information including the first menu item and the  
10 price associated with the first menu item,  
11 in which the period of time is not less than the determined time lag.

1 21. The method of claim 20, in which the time lag is a predetermined period of  
2 time.

1     22.     The method of claim 20, in which determining the time lag comprises:  
2             determining if a number of transactions being processed is not greater than  
3     a predetermined number of transactions; and  
4             performing one of:  
5                 if the number of transactions being processed is not greater than the  
6             predetermined number of transactions, selecting a first time lag; and  
7     if the number of transactions being processed is greater than the predetermined  
8     number of transactions, selecting a second time lag.

1     23.     A method comprising:  
2             generating a display on a digital display board, the display including at least  
3     one first menu item and a respective price associated with each menu item;  
4             determining a transaction history; and  
5     automatically updating the display based on the determined transaction history.

1     24.     The method of claim 23, further comprising:  
2     determining a second menu item based on the determined transaction history.

1     25.     The method of claim 24, in which automatically updating the display  
2     comprises:  
3             updating the display to include the second menu item.

1     26.     The method of claim 24, in which the second menu item is a combo menu  
2     item.

1     27.     The method of claim 23, in which automatically updating the display  
2     comprises:  
3     removing at least one of the at least one first menu item.

1     28.     The method of claim 23, in which the transaction history includes  
2     information about at least one prior order, each at least one prior order being  
3     associated with at least one menu item.

1     29.     The method of claim 23, further comprising:  
2     determining a number of presentation slots of the digital display board.

1     30.     The method of claim 29, in which automatically updating the display  
2     comprises:  
3     automatically updating the display based on the determined transaction history and  
4     the number of presentation slots.

1     31.     A method comprising:  
2             determining a plurality of menu items;  
3             determining a number of presentation slots of a digital display board;  
4             determining a transaction history;  
5             automatically selecting at least one menu item from the plurality of menu  
6     items to display on the digital display board based on the transaction history and  
7     the number of available presentation slots; and  
8     generating a menu display at the digital display board based on the selected at least  
9     one menu item.

1     32.     A method comprising:  
2             determining a plurality of items, each item being associated with respective  
3     display content;  
4             determining an transaction history;  
5             determining a number of available presentation slots of a digital display  
6     board;  
7             selecting at least one of the determined plurality of items to display based  
8     on the transaction history and the respective display content; and  
9     generating a menu display based on the selected at least one item and the display  
10    content associated respectively with each selected item.

1    33.    A method comprising:  
2            generating a display on a digital display board, the display including at least  
3    one menu item and a respective price associated with each menu item;  
4            determining revenue management information; and  
5    automatically updating the respective price of at least one of the at least one menu  
6    item based on the determined revenue management information.

1    34.    A method for displaying a menu, comprising:  
2            automatically determining a price associated with a menu item based at  
3    least in part on revenue management information; and  
4    transmitting an indication of the automatically determined price to a digital display  
5    board for display of the automatically determined price in a menu.

1    35.    The method of claim 34, in which automatically determining a price  
2    comprises only one of:  
3            assigning a predetermined price to the menu item; and  
4    adjusting a prior price associated with the menu item based at least in part on the  
5    revenue management information.

1    36.    The method of claim 34, in which the revenue management information  
2    comprises information related to previous sales of the menu item.

1    37.    The method of claim 34, in which the revenue management information  
2    comprises information related to inventory of the menu item.

1     38.     The method of claim 37, in which the information related to inventory  
2     comprises at least one of:

3             a current amount of inventory,  
4             a current number of the menu item assembled,  
5             a predicted amount of inventory,  
6             an age of inventory, and  
7     a price paid for inventory.

1     39.     The method of claim 34, in which the revenue management information  
2     comprises information associated with at least one of:

3             one or more previous days,  
4             previous same time-of-days,  
5             previous same day-of-weeks, and  
6     previous same month-of-years.

1     40.     The method of claim 34, further comprising:  
2     displaying the menu at the digital display board.

1     41.     The method of claim 34, further comprising:  
2     displaying the menu at a customer display device.

1     42.     The method of claim 34, further comprising:  
2     selecting the menu item based at least in part on the revenue management  
3     information.

1     43.     A digital menu generating system, comprising:  
2             a storage device storing price information, the price information comprising  
3     prices associated with a plurality of menu items;  
4             a processor coupled to the storage device, the processor being configured  
5     to:  
6                 generate information associated with a menu; and  
7                 dynamically update prices stored in said storage device based at  
8     least in part on revenue management information; and  
9             a port in communication with the processor, the port being adapted to  
10    output the information associated with the menu.